

Media Education as a Tool for Correcting Misconceptions about National Identity in Digital Media: A Field Study on a Sample of Followers of the Algerian Influencer and Content Creator "Madara" on YouTube.

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Abstract:

The study addresses the impact of digital media, particularly platforms like YouTube, on the formation of Algerian national identity in the digital age; It focuses on how digital content influences perceptions of national identity among Algerian youth and explores the role of media education in correcting misconceptions and enhancing national identity awareness. The study is a descriptive-analytical research that follows a survey method, using a questionnaire to collect answers and opinions from digital space users, The study specifically targets followers of "Madara", a social media activist and one of the prominent Algerian influencers and content creators on YouTube, An electronic questionnaire was distributed to a sample of 100 participants, with 60 completed forms returned. However, the final number of valid responses was 57 after excluding invalid forms; The results indicated that media education can play a crucial role in correcting misconceptions and enhancing national awareness, especially by developing skills to analyze and evaluate digital content. The study concluded that local content creators like "Madara" contribute positively to promoting a correct understanding of Algerian national identity.

key words:Media Education, Digital Media, National Identity, Misconceptions, Digital Content

Introduction

In the fast-paced era of digital media, the digital space has become a primary arena for the exchange of ideas and information, and a powerful tool that significantly influences the shaping of cultural and national identities. Social media platforms like YouTube are among the most prominent means contributing to shaping and directing public opinion, especially among young people who engage daily with this type of content. In this context, many researchers question the impact of digital media on individuals' national identity, particularly in countries undergoing cultural and historical transformations, such as Algeria. With the advancement of technology and the increase in digital consumption, it has become increasingly difficult to control the direction of media discourse, often leading to the distortion of certain national and historical concepts.

The Algerian national identity, characterized by a long history of struggle and liberation, today faces new challenges in light of the widespread dissemination of digital content. Although digital media offers significant opportunities to promote national cultures and strengthen identity, it can also contribute to the spread of misinformation or misleading content that undermines national consciousness. This highlights the importance of this study, which aims to understand how digital media, especially platforms like YouTube, influence young people's perceptions of Algerian national identity and how media education can play a corrective role in enhancing national identity awareness in the digital space.

In this context, we have divided our study into four main sections:

1. **Analyzing the Impact of Digital Media on Algerian National Identity:** This section explores how digital content presented on platforms like YouTube influences young Algerians' perceptions of national identity. It focuses on studying how the videos that audiences watch shape their understanding of their national history and culture.
2. **The Role of Media Education in Correcting Misconceptions:** This section discusses the role of media education as a corrective tool for false or distorted concepts about national identity. How can media literacy programs raise young people's awareness about the importance of critically analyzing digital content? Can media education be an effective means to combat media misinformation?
3. **Surveying the Opinions of "Madar" Channel Followers:** As "Madar" is one of the leading Algerian content creator channels on YouTube discussing national identity issues, this section examines the impact of this channel on its followers. This study adopts a survey-based methodology to gather data from a sample of

followers to understand the extent to which digital content influences their views on national identity.

4. **Practical Recommendations to Enhance Media Education:** Based on the results of the study, we present a set of practical recommendations aimed at strengthening media education in Algeria, particularly in schools and universities. These recommendations focus on how to leverage digital media positively to promote national identity.

Research Problem:

With the evolution of technology and the spread of digital media, social media platforms such as YouTube have become crucial in shaping public opinion, especially among youth, who represent a significant segment of contemporary societies. In Algeria, where national identity is continuously interacting between local and global cultural influences, youth face significant challenges in dealing with the overwhelming amount of digital information. Digital media can contribute to strengthening national identity by raising awareness of cultural and historical values, but it can also distort these values through the easy spread of false or misleading information on these platforms.

The main problem lies in how this digital space impacts the understanding of Algerian national identity among the new generations. While digital media offers opportunities to expand individuals' horizons and introduce them to their history and culture, some content creators may contribute to the spread of inaccurate or one-sided narratives about national history, leading to a distorted image of national identity. This reality raises questions about the role media literacy can play in correcting these perceptions and strengthening awareness of national identity in the diverse digital space.

From this standpoint, the study raises the central question: How can digital media, particularly video platforms like YouTube, influence the formation of Algerian national identity concepts among youth? What is the role of media literacy in correcting misconceptions and enhancing the accurate understanding of national identity in this diverse digital space?

In the context of this main issue, several sub-questions emerge to clarify the aspects of the topic and analyze its various dimensions. These questions represent different facets of the impact of digital media on Algerian national identity and the role of media literacy in correcting misconceptions:

1. What are the misconceptions conveyed by digital media about national identity?
2. How can media literacy contribute to correcting these misconceptions?

3. What are the media practices that negatively affect the understanding of national identity?
4. Can local content produced by Algerian content creators on platforms like YouTube contribute to strengthening Algerian national identity?
5. What positive contributions has the "Madara" channel made in correcting misconceptions about Algerian national identity?
6. What are the main challenges facing media literacy in addressing these misconceptions in the digital context?

Study Objectives:

This study aims to achieve a number of objectives, including:

1. Analyzing the impact of digital media on shaping perceptions of national identity.
2. Exploring the role of media literacy in correcting false and misleading concepts about national identity.
3. Comparing the impact of traditional media with digital media on shaping public perceptions of national identity.
4. Investigating the role of content creators in promoting Algerian national identity.
5. Proposing strategies and recommendations to strengthen media literacy in educational institutions and society at large.

Importance of the Study:

This study is timely, as digital media plays a pivotal role in shaping public awareness, and its impact is increasing among youth and digital communities. By strengthening media literacy, it is possible to enhance the correct understanding of national identity and protect it from the negative effects of misleading information.

Type and Methodology of the Study:

The study falls under descriptive and analytical research, as it seeks to understand the impact of digital media on perceptions of Algerian national identity through examining and describing the influence of platforms like YouTube on Algerian youth. It analyzes the aspects and dimensions of this phenomenon.

The study employs a survey methodology to collect data, using an online questionnaire as the primary tool for data gathering. This methodology allows for the collection of both quantitative and qualitative data from a sample of 57 respondents, aiming to understand the impact of digital media on national concepts by analyzing survey results.

Study Population and Sample:

The study population consists of Algerian citizens who actively use social media platforms, especially YouTube. The focus is on youth, as they are the most engaged with digital media and content produced on these platforms. The sample was selected from followers of the "Madara" channel on YouTube, a popular Algerian digital channel known for discussing national identity issues. Initially, 100 individuals were chosen, but after excluding invalid responses, the final sample consists of 57 participants. This sample was chosen because it represents an active audience that engages with content related to national identity, allowing for an analysis of the direct impact of this content on their perceptions. The study sought to gather more responses from a larger number of participants, but challenges in the digital space limited access to a larger sample, and many followers declined to answer the survey questions.

Data Collection Tools:

In this study, we used the online questionnaire as the primary tool for data collection. The questionnaire contained a series of questions designed to measure the impact of digital media on youth perceptions of Algerian national identity, as well as to assess the role of media literacy in correcting misconceptions. The survey was distributed to followers of the influencer "Madara" by sending an electronic questionnaire link to their personal accounts and via comments.

Definition of Concepts:

1. Media Literacy:

Media literacy is the process aimed at developing individuals' skills to critically interact with the information they consume through media, including evaluating media messages and analyzing their effects on individuals and societies. According to the International Media Literacy Organization (UNESCO), it is "an educational process aimed at empowering individuals to access, understand, and critically evaluate information through examining its sources, forms of media expression, and the impacts it may have on consumers" (UNESCO, 2011). According to the Education Media International Foundation (EMI), "Media literacy is not merely about learning how to interact with media, but a broader process that includes teaching individuals how to make informed and thoughtful decisions about the information they receive" (Education Media International, 2017). Ali Dhabour defines media literacy as "an educational process that focuses on developing the skills and capabilities needed by citizens to interact with all forms of media, whether traditional or new, with the aim of enhancing individuals' ability to handle information carefully and selectively" (Dhabour, 2015, p. 52).

Based on our analysis of these diverse definitions of media literacy, we can conclude that they all emphasize the need to empower individuals to critically and consciously

engage with media information. Media literacy is not just about learning how to use media but is a comprehensive process aimed at developing critical thinking skills and analytical awareness of media content. In general, media literacy stands out as a key tool in the digital age, contributing to enhancing critical awareness and empowering individuals to distinguish between facts and misinformation, which helps in reinforcing national identity and protecting society from the impact of inaccurate media.

2. Digital Media

Digital media refers to media that relies on digital technologies to transmit news and information. It includes platforms such as the internet, social media, blogs, online news websites, and other means that leverage digital technology to distribute media content. According to McQuail (2010), "digital media is any form of media that relies on the internet and digital technologies for the production and distribution of media content" (McQuail, Denis, 2010, p. 89). On the other hand, Meraghi (2019) defines digital media as "a set of means that rely on the internet and digital networks to create and distribute information, including social media, electronic news, and multimedia" (Meraghi, Mohamed, 2019, p. 34).

By analyzing the various definitions of digital media, it can be observed that this type of media encompasses a wide variety of tools that depend on digital technologies for transmitting and distributing media content. Both McQuail (2010) and Meraghi (2019) agree that digital media utilizes the internet and digital networks as fundamental means for producing and distributing content. According to McQuail, digital media includes different forms of content, such as texts, images, and videos, which are published online, allowing information to spread rapidly. Meraghi highlights that digital media also includes multimedia and social media, which provide direct interaction between the audience and the content.

From these definitions, it can be concluded that digital media is no longer just a tool for transmitting news but has become a powerful force in shaping public opinion and altering individuals' perceptions. While digital media offers vast opportunities to access diverse information from various sources, it also presents challenges related to the credibility of this information and the spread of misinformation. Therefore, it has become essential for individuals to possess critical thinking skills and analytical awareness to carefully examine digital content, ensuring they interact with information in a reliable and conscious manner.

3. National Identity

National identity is the collection of cultural, social, and historical characteristics that distinguish a particular nation or people. It includes language, religion, traditions, and

values embraced by the members of society, as well as their connection to a shared history, According to Strydom & Steyn (2007), national identity consists of a set of cultural, social, and political attributes associated with a specific group within a country or nation; It is a sense of collective belonging to the homeland" (Strydom, H., Steyn, M., 2007, p. 122). Meanwhile, Fathia Al-Taher asserts that "national identity is not static; it changes over time and adapts to the social and political challenges faced by the state, It is a blend of collective memory and shared values that influence individuals' perception of their national self" (Al-Taher, Fathia, 2016, p. 77).

By analyzing the different definitions of national identity and the related perceptions, misconceptions, and digital content, several key points emerge that highlight the importance of these concepts in shaping individual and collective perceptions. National identity represents a set of cultural and social characteristics that distinguish a particular people or nation. According to Strydom and Steyn (2007), national identity is a collective sense of belonging to the homeland, formed from shared values, history, and traditions. Although Al-Taher (2016) notes that national identity is not fixed and evolves over time in response to social and political challenges, reflecting the importance of flexibility in adapting to modern changes. In this context, national identity emerges as a flexible framework capable of adapting to societal changes, contributing to enhancing collective awareness and national belonging.

4. Misconceptions

Misconceptions are ideas or concepts that are inaccurate or distorted based on false information or incorrect interpretations of events and facts, Perloff (2017) argues that "misconceptions are distorted understandings of reality formed by receiving false information or being influenced by inaccurate media content" (Perloff, Richard, 2017, p.110). Meanwhile, Yusuf Al-Shammari points out that "misconceptions can result from the irresponsible influence of media or deliberate distortions of the information presented to society" (Al-Shammari, Yusuf, 2015, p. 92).

By examining the various definitions of "misconceptions," it can be concluded that these misconceptions represent distorted or inaccurate understandings of reality, resulting from the reception of false information or incorrect interpretations of events. According to Perloff (2017), these misconceptions are shaped by the influence of inaccurate media content, suggesting that misconceptions are not just a result of insufficient information but can also stem from the irresponsible influence of the media. Al-Shammari (2015) reinforces this view, confirming that misconceptions may be the outcome of intentional distortions of the information presented to the public, reflecting the role of the media in shaping individuals' concepts. These definitions confirm that misconceptions represent a significant challenge in the digital media era, where information sources are diverse, and their reliability varies, necessitating the

enhancement of media literacy and the ability to distinguish between facts and false information.

5. Digital Content

Digital content is anything created or processed using digital technology, including texts, images, videos, music, and any other form of material that can be distributed online or through digital devices. According to Lievrouw & Livingstone (2006), digital content is any form represented digitally, such as texts, data, or multimedia that is transmitted via digital technologies" (Lievrouw, L. A., Livingstone, S., 2006, p. 58). Similarly, Ahmed Al-Saudi notes that "digital content ranges from information and activities displayed on online platforms, including texts, images, videos, and games, allowing for continuous interaction with users" (Al-Saudi, Ahmed, 2018, p. 103).

By reviewing the definitions of digital content, it can be concluded that the term encompasses everything created or processed using digital technology, covering a wide array of forms, including texts, images, videos, music, games, and other materials distributed through online or digital devices. According to Lievrouw & Livingstone (2006), digital content is represented in a digital form and can vary from texts, data, and multimedia transmitted via digital technologies. Al-Saudi (2018) further emphasizes that this content includes various activities and information presented on online platforms, enabling continuous interaction between users and content. In general, these definitions confirm the substantial growth of digital content in both its forms and distribution methods, contributing to its increasing impact on individuals and societies in the digital age.

6. Influencers

Influencers are individuals who have a significant impact on their followers through social media platforms, where they possess the ability to guide the behaviors and opinions of their audience due to their direct communication with them. This ability grants them substantial power in influencing their followers' decisions and choices in various areas such as fashion, beauty, sports, culture, politics, and more. Influencers can be celebrities or non-celebrities, but they share the ability to attract attention through regularly shared, unique content on platforms like Instagram, YouTube, Twitter, TikTok, and others (Burgess, J., & Green, J., 2009, p. 120).

An individual can be considered an influencer on social media when certain criteria are met, which include:

1. **Number of Followers:** While the influencer doesn't need to be a celebrity, they must have a substantial number of followers on social media platforms, which can range from a few hundred (500 followers or subscribers) to millions. The

influencer's impact is proportional to their follower count (Marwick, A. E., 2015, p. 62).

2. **Engagement and Interaction:** A primary criterion for determining influence is the level of engagement with the content shared, including comments, likes, and shares. The more interaction there is, the greater the influencer's impact. Consistent engagement with their audience strengthens the relationship and increases their credibility (Burgess, J., & Green, J., 2009, p. 121).
3. **Impact on Behavior or Opinion:** Influencers do not only entertain or inform; they also have the capacity to influence their followers' decisions, such as purchasing a product or adopting a certain lifestyle. Influencers can lead their followers to adopt new behaviors or make informed decisions based on their advice and opinions (Freberg, K., et al., 2011, p. 45).
4. **Content Consistency:** Influencers achieve long-term impact by consistently publishing influential content. Building a strong, long-term relationship with their audience is crucial. Continuous and engaging content strengthens the influencer's credibility, making them an integral part of their followers' lives (Khamis, S., Ang, L., & Welling, R., 2017, p. 42).

6. Content Creators

Content creators are individuals or groups who produce diverse content published online through platforms such as YouTube, Instagram, TikTok, blogs, or podcasts. This content is designed to attract a specific audience through entertainment, education, or the provision of information. Content creators rely on various skills such as writing, photography, video editing, or audio editing. In this context, creators also have an influence in shaping public opinion or social interaction on specific topics. (Kitchin, R., & Dodge, M. (2011). p. 35).

Content creators are characterized by:

1. **Creativity and Innovation:** Creativity is one of the most prominent traits that distinguishes successful content creators. A content creator must be able to present new and innovative ideas that stand out from their competitors. Creativity in presenting topics or methods is one of the factors that make content distinctive and likely to be interacted with and spread among audiences. For example, content creators in the cooking field may invent new recipes or techniques that help attract followers. (Jenkins, H. (2006). p. 22).
2. **Ability to Use Technical Tools:** Content creators must have skills in using content editing tools such as Adobe Premiere Pro and Final Cut Pro, as well as design tools like Canva and Photoshop. These tools help enhance the quality of visual and

audio content, which increases audience engagement. (Burgess, J., & Green, J. (2009). p. 102).

3. **Engagement with the Audience:** Continuous engagement with followers is a fundamental factor in the success of content creators. This engagement can include replying to comments, conducting surveys, or asking questions for followers to answer. Building a close relationship with the audience ensures their loyalty and increases the ongoing interaction with the content published. (Jenkins, H. (2006). p. 40).
4. **Consistency and Regularity in Publishing:** It is important for content creators to be consistent in publishing their content. Regularity helps them build a stable audience base and boosts interaction with followers, as the audience expects new content at specific times, which encourages response and growth of the channels or accounts. (Burgess, J., & Green, J. (2009). p. 112).
5. **Specialization in a Specific Field:** Many content creators specialize in specific areas such as technology, fashion, beauty, sports, cooking, or education. Specialization helps attract a targeted audience that follows content creators interested in those fields, and it enhances their credibility as experts in their areas. (Kitchin, R., & Dodge, M. (2011). p. 45).
6. **Critical Thinking and Analysis Ability:** Successful content creators possess the ability to think critically about the topics they present. They can analyze content and engage with it in a way that goes beyond superficial presentation, adding value to the content. Whether the content involves reviewing a product or offering a cultural analysis, the content creator must be able to present a well-thought-out perspective. (Jenkins, H. (2006). p. 111).

First Axis: Analyzing the Impact of Digital Media on Algerian National Identity

To analyze the impact of digital media on Algerian national identity, especially in the context of platforms like YouTube, it is necessary to refer to some academic literature and studies that have addressed the relationship between digital media and national identity. This will require presenting the most prominent studies that have examined this topic and providing theoretical frameworks that could support this analysis. Scientific references focusing on the impact of digital media on national cultural identity in the Arab world, specifically Algeria, or in similar contexts, can be utilized.

Digital Media and the Formation of National Identity

Digital media, especially social media platforms like YouTube, has become a powerful tool in shaping national identity. According to a study by Routledge in his book *Media*,

Identity, and the Law (2016), digital media strengthens or weakens national identity by offering multiple narratives and spaces for social participation. Digital media provides youth with broad opportunities to participate in cultural and political discussions that influence their perceptions of identity. In the case of Algeria, where issues related to the French colonial history and national struggle prevail, media influences may sometimes be distorted due to the vast diversity of digital content. (Routledge, 2016, p. 79).

Impact of YouTube on Cultural Identity

YouTube is considered one of the most influential social media platforms in the world ; It is a platform where multifaceted content is shared, which can affect individuals' perceptions of their national identity, In a study conducted by Baym in his book *Personal Connections in the Digital Age* (2015), he clarified that platforms like YouTube allow youth to access content that reflects diverse cultural identities. While these platforms offer an opportunity to exchange knowledge and learn about their history and culture, they may also be a source of spreading misleading or distorted information about national identity, especially in sensitive historical contexts like Algeria's colonial past. (Baym, 2015, p. 112).

3. *YouTube Content as a Tool to Strengthen National Identity*

1. According to a study by the Pew Research Center in their report *The Role of Digital Media in Shaping Political and Social Identities* (2020), video platforms like YouTube can contribute to enhancing national identity if the content shared focuses on cultural and historical topics related to the homeland. This type of content can help boost pride in the national heritage and history, For Algerian youth, video content that addresses issues of national independence, Algerian culture, and social movements may contribute to increasing their awareness of national identity. (Pew Research Center, 2020, p. 63).

2. *Impact of Digital Media on Algerian Youth*

In a study conducted by Haddad titled *Digital Media and National Identity in Algeria* (2018), the impact of digital media on Algerian youth after the War of Independence was analyzed. The study revealed that digital media, including YouTube, has become a primary tool for spreading and exchanging ideas about national identity. It showed that the content produced on these platforms can enhance cultural national awareness among youth if directed appropriately, However it also pointed out that it could distort this identity if incorrect or biased information is disseminated. Some content creators focus on presenting historical narratives that do not align with the official Algerian national narrative. (Haddad, 2018, p. 45).

3. Critical Analysis of Digital Content

In the book *Digital Media and the Construction of Identity* (2017), authored by Marwick, the impact of digital media on the construction of cultural identities is discussed. He notes that youth in Algeria -like in many other countries- rely increasingly on platforms like YouTube to understand their history and culture. However, the quality of the content presented can influence their conceptions of national identity. The book provides a critical analysis of how videos and content on these platforms shape perceptions of national identity. It emphasizes that youth must learn critical thinking and analytical skills to avoid falling into the trap of misleading narratives. (Marwick, 2017, p. 120).

Second Axis: The Role of Media Literacy in Correcting Misconceptions

Media literacy represents one of the fundamental tools in correcting misconceptions and enhancing critical awareness in the face of false and misleading information circulated through digital media platforms, including YouTube. This section aims to explore how media literacy can contribute to guiding individuals toward critically analyzing media content and, consequently, correcting misconceptions about Algerian national identity, which may arise from the influence of digital media.

Media Literacy and Enhancing Critical Awareness

Media literacy aims to equip individuals with the knowledge and skills necessary to analyze and evaluate the information they receive through media. In this context, Rheingold (2012) argues that media literacy enables individuals to use media consciously and effectively, allowing them to distinguish between accurate and misleading information. By developing critical thinking skills, individuals become capable of analyzing media content and assessing its truthfulness and accuracy, which contributes to correcting misconceptions related to Algerian national identity that may be propagated by digital media. (Rheingold, 2012, p. 98).

The Role of Media Literacy in Countering Misinformation

In the digital age, misinformation has become one of the major challenges faced by individuals, especially young people who are exposed to vast amounts of content online. According to Levine (2016), media literacy can play a crucial and effective role in protecting individuals from such misinformation by teaching them how to verify information and review its sources before believing or sharing it. In Algeria—where cultural and historical identities intersect—it is essential for youth to learn how to evaluate historical narratives and cultural information presented to them through platforms like YouTube to avoid confusion about Algerian national identity. (Levine, 2016, p. 203).

Incorporating media literacy into school curricula in Algeria has become crucial to addressing the challenges posed by the negative effects of digital media. According to Livingstone (2018), integrating media literacy in schools can significantly enhance students' ability to think critically and analyze media. This includes teaching how to recognize misleading narratives and understanding how these narratives can influence the formation of national identity. Media literacy helps build strong awareness of Algerian national identity and enhances the ability to interact with digital content critically, contributing to the preservation of cultural independence and national identity. (Livingstone, 2018, p. 157).

Implementing Media Literacy in the Algerian Context

In Algeria, cultural and political dynamics intersect with the effects of digital media, making media literacy an essential tool to address this challenge. A study conducted by Khaldi (2020) suggests that promoting media literacy in Algeria could contribute to correcting misconceptions about national identity, particularly in light of the media wars within the digital space. Some negative digital narratives affect Algerian youth, necessitating educational intervention to guide them toward content that helps enhance national identity and accurate historical awareness. (Khaldi, 2020, p. 221).

Third Axis: Statistical Analysis of Field Study Data on "Madara" Channel Followers

In this section of the study, we will present and analyze the results of the survey conducted on a group of followers of the "Madara" channel on YouTube, aiming to understand the impact of the content provided on this channel in shaping perceptions of Algerian national identity among youth. "Madara" is considered one of the prominent Algerian content creator channels, focusing on issues of national identity, Algerian history, and social and political matters that concern youth in Algeria. The survey provides valuable insights into how digital content affects followers' understanding of national identity and also evaluates the role of media literacy in correcting misconceptions.

First: Technical Overview of the "Madara" YouTube Channel

"Madara" is a pseudonym for a young Algerian who is one of the most influential content creators on social media platforms, especially YouTube. His channel stands out for presenting diverse content that addresses social and cultural issues affecting Algerian and Arab societies in general. Although "Madara" does not belong to traditional media, his significant impact on followers makes his channel an important reference for many young people in Algeria and the Arab world.

Madara is known for providing interactive and impactful content that touches on topics such as national identity, Algerian history, social and political issues, and providing analyses of diverse cultures. He emphasizes transparency and objectivity in his presentations and is regarded as one of the prominent figures using digital media to engage constructively with his audience.

The "Madara" channel on YouTube is an interactive platform that features a variety of videos discussing social, cultural, and political issues in Algeria and the Arab world. Madara follows an approach based on analysis and constructive criticism, addressing topics related to national identity, education, youth, politics, and society in general.

The channel is characterized by offering comprehensive visual content, including in-depth analyses, interviews with specialists, and coverage of issues related to Algerian society amid digital and social transformations. The channel enjoys widespread popularity among young people and other societal groups who find it an open platform for expressing their opinions and discussing their daily issues.

A prominent feature of the "Madara" channel is his unique style in presenting information in a smooth and engaging way, making the videos both enjoyable and informative. The channel relies on offering independent content not affiliated with any specific media entity, which enhances its credibility among followers and makes it a trusted source of information.

Overall, the "Madara" channel on YouTube is one of the influential platforms that contributes to shaping the social and national awareness of Algerian and Arab youth. It helps spread a culture of dialogue and constructive criticism.

Second: Statistical Results (Sample of 57 Respondents)

Here, we will present the statistical results of the responses from the 57 respondents targeted by the survey questions.

Section One: Personal Data

1. Gender:

Gender	Frequency	Percentage (%)
Male	31	54.39%
Female	26	45.61%

2. Age:

Age Group	Frequency	Percentage (%)
Under 18 years	5	8.77%
18-25 years	25	43.86%

26-35 years	13	22.81%
36-45 years	9	15.79%
46 years and above	5	8.77%

3. Educational Level:

Education Level	Frequency	Percentage (%)
University Student	19	33.33%
High School Graduate	5	8.77%
Bachelor's Degree Holder	23	40.35%
Postgraduate Studies	6	10.53%
Employee	4	7.02%

4. Professional Field:

Profession	Frequency	Percentage (%)
Student	19	33.33%
Government Employee	12	21.05%
Private Sector Employee	16	28.07%
Unemployed	6	10.53%
Self-Employed	4	7.02%

Analysis of the Data

The above data shows a balanced distribution between males and females, with males constituting 54.39% of the sample and females 45.61%. This indicates an almost equal level of participation between genders, which could reflect a general interest from both sexes in engaging with the survey. It also suggests a suitable diversity of data that can contribute to analyzing gender differences in other aspects of the study.

The highest concentration of respondents is in the age group of 18-25 years, which makes up 43.86% of the sample. This reflects the significant interest among youth in the study, possibly due to their widespread use of digital media. The age group of 26-35 years represents 22.81%, while the percentages for older age groups (36-45 years and 46 years and above) are lower, suggesting that these age groups are less engaged with or less interactive with digital media compared to younger individuals.

The data also shows that the majority of participants hold a Bachelor's degree, at 40.35%, followed by university students at 33.33%, indicating that the sample primarily consists of individuals with higher education backgrounds or those nearing the completion of their academic studies. It is noteworthy that only 10.53% of the respondents have a Master's degree or higher, indicating that postgraduate education was less represented compared to other groups. Additionally, a small percentage (7.02%) are employed or recent graduates, which may suggest diversity in educational backgrounds, with fewer individuals not currently pursuing higher education or those who have already started their professional careers after graduation.

Regarding the professional field, 33.33% of participants are students, which aligns with the high percentage of respondents in the 18-25 age group, as they are typically in the education phase. Furthermore, 28.07% work in the private sector, reflecting a strong presence of the private sector in the sample. Government employees make up 21.05% of the sample, which is also a reasonable proportion. Notably, 10.53% of respondents are unemployed, which could indicate challenges related to unemployment in the community or other economic factors affecting this group. Finally, 7.02% consider themselves self-employed (business owners), suggesting that there is a small number of individuals engaged in entrepreneurship or working independently.

In summary, these data reflect a diverse sample of participants from various educational and professional backgrounds. The youth, particularly in the 18-25 age group, are well-represented, which may indicate their high engagement with the topics discussed in the study. The diversity in educational level and professional field highlights the different roles individuals play in society, contributing to the analysis of the impact of digital media and media literacy across various social segments.

Axis 2: Relationship with the "Madara" YouTube Channel

5. Do you follow the "Madara" channel on YouTube regularly?

Answers	Frequency	Percentage
Yes	47	82.46%
No	10	17.54%

6. How much time do you spend weekly following the "Madara" channel's content?

Answers	Frequency	Percentage
Less than an hour	5	8.77%
1 to 3 hours	21	36.84%
3 to 5 hours	5	26.32%
More than 5 hours	16	28.07%

7. What attracts you to the content of the "Madara" channel? (You may choose more than one option)

Answers	Frequency	Percentage
Cultural and national topics	39	68.42%
Social and youth topics	32	56.14%
Political topics	21	36.84%
Entertaining style and innovative content	25	43.86%
Other (please specify)	6	10.53%

8. Do you think that the "Madara" channel provides content that accurately reflects the Algerian national identity?

Answers	Frequency	Percentage
Yes	28	49.12%
No	16	28.07%
Sometimes	13	22.81%

9. Have you ever felt that the content of the "Madara" channel contributes to correcting or shaping your views about the Algerian national identity?

Answers	Frequency	Percentage
Yes	33	57.89%
No	13	22.81%
Sometimes	11	19.30%

This section presents important data on the respondents' engagement with the "Madara" YouTube channel, their views about its content, and its connection to the Algerian national identity. Analyzing this data helps understand the channel's impact on its viewers, particularly how its content shapes or corrects perceptions about national identity.

- Percentage of Regular Viewers:** The question "Do you follow the 'Madara' channel regularly on YouTube?" revealed that 82.46% of respondents follow the channel regularly, while 17.54% do not. This suggests that "Madara" has a loyal and wide-reaching audience, indicating the channel's ability to maintain viewer interest and sustained engagement.
- Time Spent Watching the Channel Weekly:** The data on the amount of time spent by viewers on the channel indicates that most of the respondents (36.84%) watch the content for 1 to 3 hours weekly, while 28.07% spend more than 5 hours a week. Only 8.77% reported spending less than an hour weekly. This suggests that "Madara" enjoys significant viewership, reflecting deep engagement with its content.
- Attractive Content Elements:** When asked about the factors that attract them to the channel, cultural and national topics (68.42%) and social and youth topics (56.14%) were the most frequently chosen options. Additionally, 43.86% pointed out the entertaining style and innovative content. These results indicate that "Madara" successfully combines relevant cultural and social topics with an engaging and creative presentation style.
- Accuracy of Content in Reflecting the Algerian National Identity:** Regarding whether the "Madara" channel accurately reflects the Algerian national identity, 49.12% of respondents agreed that it does, while 28.07% disagreed, and 22.81%

believed it does so only sometimes. This suggests that "Madara" plays a positive role in reflecting the national identity, though some viewers may feel that the content needs more precision in certain areas.

5. **Impact of Content on Shaping Views about National Identity:** When asked if the channel's content has contributed to correcting or shaping their views on Algerian national identity, 57.89% of respondents confirmed it had an impact, while 22.81% disagreed, and 19.30% said it happened occasionally. This points to the significant role "Madara" plays in raising awareness and shaping perceptions of national identity among its audience.

Axis 3: Awareness of National Identity in Digital Media

10. **How do you define Algerian national identity? (You may choose more than one option)**

Answers	Frequency	Percentage
Arabic language	41	71.93%
Berber language	35	61.40%
Local culture and traditions	44	77.19%
National history	50	87.72%
National symbols	38	66.67%
Human and social values	29	50.88%
Other (please specify)	3	5.26%
Total	240	100%

11. **Do you believe that digital media in Algeria helps in promoting national identity?**

Answers	Frequency	Percentage
Yes	29	50.88%
No	16	28.07%
Partially	10	17.54%
Uncertain	2	3.51%

12. **Have you noticed any misinformation or distortion about national identity in digital media?**

Answers	Frequency	Percentage
Yes	33	57.89%
No	12	21.05%
Sometimes	12	21.05%

13. **Have you ever encountered digital content on YouTube or other platforms that distorts the Algerian national identity?**

Answers	Frequency	Percentage
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Yes	26	45.61%
No	19	33.33%
Sometimes	12	21.05%

Analysis of Axis 3:

- **Question 10: How do you define Algerian national identity?** The majority of respondents define the Algerian national identity through national history (87.72%), which highlights the central role of the independence struggle in shaping national consciousness. Local culture and traditions (77.19%) also play a key role, indicating the importance of cultural heritage in national identity. The Arabic (71.93%) and Berber (61.40%) languages are also considered crucial elements of identity, emphasizing the linguistic diversity of Algeria. National symbols (66.67%) further reinforce this connection, while human and social values (50.88%) are seen as contributing to national identity, though less significantly.
- **Question 11: Do you believe digital media in Algeria helps promote national identity?** 50.88% of respondents believe digital media in Algeria helps promote national identity, whereas 28.07% disagree, and 17.54% think it does so partially. A small percentage (3.51%) are uncertain about its role. This suggests that while digital media is seen as a tool for promoting national identity, there are concerns about its effectiveness and reach.
- **Question 12: Have you noticed any misinformation or distortion about national identity in digital media?** 57.89% of respondents reported noticing misinformation or distortion about national identity in digital media. This indicates a significant concern regarding the accuracy of content related to national identity, emphasizing the need for better oversight of digital media.
- **Question 13: Have you encountered digital content that distorts Algerian national identity?** 45.61% of respondents have encountered content on platforms like YouTube that distorts the Algerian national identity, highlighting the challenges of managing content on digital platforms. This raises concerns about the spread of misleading information that may affect public perception of national identity.

Conclusion: The data indicates a general awareness of the role digital media plays in promoting national identity, but it also highlights significant concerns about misinformation and content distortion. There is a need for stronger regulation and media literacy efforts to ensure that digital platforms contribute positively to shaping a true and unified national identity in Algeria.

Section Four: Impact of Media Literacy

Question 14: Do you believe that media literacy can help correct misconceptions about national identity in digital media?

Responses	Frequency	Percentage
Yes	48	84.21%
No	4	7.02%
Maybe	5	8.77%

Analysis and Interpretation: The results indicate a broad consensus on the importance of media literacy in correcting misconceptions about national identity in digital media. 84.21% of respondents believe media literacy can help with this, reflecting a strong belief in the need for critical thinking skills to confront misinformation or distorted content in the digital space. Those who answered "No" (7.02%) or "Maybe" (8.77%) suggest some doubts about the effectiveness of media literacy, possibly due to concerns about the availability of educational materials or individuals' ability to absorb complex media concepts. The high percentage reinforces the idea that media literacy is crucial in counteracting misinformation, which aligns with studies emphasizing the role of media education in enhancing awareness and distinguishing between authentic and false content.

Question 15: Do you receive information or training on how to analyze and evaluate media content?

Responses	Frequency	Percentage
Yes	23	40.35%
No	28	49.12%
Sometimes	6	10.53%

Analysis and Interpretation: The results here are somewhat disappointing, as 49.12% of respondents reported not receiving training or information on how to analyze media content, while only 40.35% receive such training. This highlights a significant gap in media education for many individuals in Algeria. The lack of structured media literacy programs undermines people's ability to engage critically with media content, which increases the risk of being influenced by distorted information. Research suggests that a lack of formal media education hampers individuals' ability to interact consciously with media content.

Question 16: Do you believe that media literacy should be part of the curriculum to enhance awareness of national identity?

Responses	Frequency	Percentage
Yes	51	89.47%
No	4	7.02%
Maybe	2	3.51%

Analysis and Interpretation: The result from this question is a strong indicator of the importance of media literacy in the educational system. 89.47% of respondents agree that media literacy should be integrated into school curricula to enhance awareness of national identity. This suggests a broad recognition of media literacy as a powerful tool to increase collective awareness of national identity and protect it from distortion in the digital space. The results support the global trend advocating for the integration of media literacy in educational systems to address the challenges of widespread online information.

Question 17: How can media literacy contribute to strengthening national identity in the digital space? (You can select multiple options)

Responses	Frequency	Percentage
Teaching critical content analysis skills	44	77.19%
Raising awareness of distorted perceptions	39	68.42%
Encouraging the use of digital platforms to produce content reflecting national identity	35	61.40%
Improving knowledge of national culture and history	40	70.18%
Other (please specify)	5	8.77%
Total	163	100%

Analysis and Interpretation: The responses indicate that media literacy can significantly contribute to enhancing national identity through various mechanisms. The most prominent ways include:

- **Teaching critical content analysis skills (77.19%):** This high percentage suggests that most respondents believe media literacy should focus on enabling individuals to critically analyze content, making it a powerful tool for combating misinformation and strengthening national identity by correcting misconceptions.
- **Raising awareness of distorted perceptions (68.42%):** Many believe media literacy can play a critical role in addressing misconceptions about national identity, highlighting the need for awareness programs to expose how national identity is distorted in digital media.
- **Improving knowledge of national culture and history (70.18%):** This result underscores the importance of promoting cultural and historical knowledge as part of media literacy. This awareness empowers individuals to better defend and preserve their national identity.
- **Encouraging the use of digital platforms to produce content reflecting national identity (61.40%):** This response suggests that respondents see value in promoting content creators who reflect and amplify national values, creating a positive representation of national identity in digital spaces.
- **Other (8.77%):** This option reflects additional suggestions that were not fully covered by the primary choices, indicating potential areas for further exploration.

Overall, the results highlight the general agreement among respondents on the importance of media literacy in strengthening national identity, even though there is a notable gap in specialized training opportunities for media content analysis.

Section Five: Future Trends

Question 18: Do you believe content creators like "Madara" can positively impact raising awareness of national identity through digital content?

Responses	Frequency	Percentage
Yes	46	80.70%
No	6	10.53%
Maybe	5	8.77%

Analysis and Interpretation: The responses suggest a strong belief in the potential of content creators like "Madara" to positively impact national identity awareness. 80.70% of respondents agree that digital content creators can play a significant role in promoting national identity, highlighting the growing recognition of digital platforms like YouTube and social media as powerful tools for shaping public opinion and cultural awareness. On the other hand, 10.53% who disagreed and 8.77% who were uncertain reflect some skepticism about the actual effectiveness of some content creators in contributing to national awareness. This could be attributed to concerns about the credibility of some content creators or doubts about the influence of certain platforms.

Question 19: What are the most effective ways to correct misconceptions about national identity through digital media? (You can select multiple options)

Responses	Frequency	Percentage
Publish educational cultural and national content	42	73.68%
Support local content creators	32	56.14%
Enhance the role of media literacy in schools and universities	45	78.95%
Organize awareness campaigns via social media platforms	40	70.18%
Other (please specify)	3	5.26%

Analysis and Interpretation: The responses emphasize several strategies to effectively correct misconceptions about national identity:

- **Publish educational cultural and national content (73.68%):** This reflects the significant recognition of the importance of spreading positive, educational content about national culture, history, and heritage.
- **Support local content creators (56.14%):** Respondents see supporting local creators as a key strategy to produce content that accurately reflects national identity, which can mitigate the negative effects of foreign or distorted content.

- **Enhance the role of media literacy in schools and universities (78.95%):** There is widespread agreement on the importance of strengthening media literacy in educational systems to equip individuals with the skills to critically engage with digital media.
- **Organize awareness campaigns via social media platforms (70.18%):** This suggests that social media campaigns can effectively reach wide audiences and promote national identity awareness.
- **Other (5.26%):** This suggests there may be additional strategies worth exploring to address misconceptions about national identity.

These responses reflect a broad consensus on the need for multiple strategies, including media literacy, supporting local creators, and organizing social media campaigns, to correct misconceptions and promote a positive national identity in the digital space.

Section Six: Personal Opinion

Question 20: What is your personal opinion on the role of digital media in shaping national identity in Algeria?

Responses	Frequency	Percentage
Very positive	22	38.60%
Somewhat positive	26	45.61%
Negative	7	12.28%
Uncertain	2	3.51%

Results:

Analysis and Interpretation: The results show a generally favorable view of the role of digital media in shaping national identity in Algeria:

- **Very positive (38.60%):** A significant portion of respondents believe that digital media plays a very positive role in enhancing national identity by promoting cultural values, heritage, and national unity.
- **Somewhat positive (45.61%):** A larger group acknowledges the positive influence of digital media but with some reservations, possibly due to concerns about the spread of misleading or foreign content.
- **Negative (12.28%):** Some respondents are concerned about the potential negative impacts of digital media, such as the spread of misinformation or the undermining of national values.
- **Uncertain (3.51%):** A small portion of respondents are unsure about the role of digital media, which might reflect confusion or indifference regarding its influence on national identity.

In conclusion, digital media in Algeria is largely viewed as a powerful tool for enhancing national identity, although challenges remain regarding misinformation and cultural preservation.

Key Findings Based on the Results:

1. **Followership of "Madar" on YouTube:** The majority of respondents (82.46%) follow the "Madar" channel on YouTube, with 57.89% indicating that the content helps to enhance or correct their perceptions of national identity.
2. **The Positive Impact of Digital Media on National Identity:** 50.88% of respondents believe that digital media strengthens national identity, while 57.89% have noticed misleading or distorted information about national identity in digital media.
3. **The Importance of Media Literacy:** Media literacy is viewed as an effective tool for raising awareness about national identity and correcting misconceptions. 84.21% of respondents believe that media literacy can play a significant role in correcting these perceptions.
4. **Future Guidance:** 80.70% of respondents believe that digital content creators, such as "Madara" ,can positively influence national identity by producing content that reflects the national culture and history.
5. **Recommendations:** There is a need to enhance the role of media literacy in schools and universities and organize online awareness campaigns to correct misconceptions and encourage content creators to produce cultural and national content that promotes Algerian national identity.

Recommendations:

- **Enhancing Positivity:** Efforts should be made to improve the quality of digital content about national identity, focusing on accuracy and credibility. Online awareness campaigns can serve as an effective way to reduce misinformation.
- **Enhancing Media Literacy:** Teaching critical thinking skills will help individuals engage with digital content more consciously and avoid falling into the trap of misleading information.
- **Cultural Balance:** There should be an emphasis on disseminating content that reflects Algeria's cultural diversity and highlights positive aspects of national identity in response to external influences.

CONCLUSION

This study highlights the significant role digital media, particularly YouTube channels like "Madara", plays in shaping perceptions of national identity. The findings reveal that a substantial portion of respondents regularly engage with the "Madara" channel, and they acknowledge its positive impact in enhancing or correcting their understanding of national identity. However, it is also evident that while digital media can strengthen national identity, it can sometimes contribute to the spread of misleading or distorted information, especially regarding national identity itself.

The study underscores the critical importance of media literacy as an effective tool to combat misinformation and raise awareness. With 84.21% of respondents affirming its role, media literacy education is essential in helping individuals critically engage with digital content, thereby avoiding the pitfalls of misinformation and misrepresentation.

Moreover, the study emphasizes the potential of digital content creators to play an influential role in reinforcing national identity. Respondents believe that content creators, such as those behind the "Madar" channel, can positively shape national identity by producing content that accurately reflects the nation's culture, history, and values.

The recommendations stemming from this study point to the need for a strategic approach to addressing these issues. Media literacy must be integrated into the educational system, both in schools and universities, to equip younger generations with the skills necessary to navigate and critically analyze digital content. Additionally, online awareness campaigns can serve as effective tools for correcting misconceptions, while encouraging content creators to produce culturally relevant content that fosters national pride.

In conclusion, the digital media landscape offers both opportunities and challenges in terms of national identity. While it has the power to enhance and promote cultural values, there is an urgent need to address the spread of misinformation through the proactive implementation of media literacy programs and awareness initiatives. By fostering a balanced and informed digital environment, we can better safeguard the integrity of national identity in the face of external influences.

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